

## CREATE AN EXPERIENCE



## BRAINSTORMING

### WHAT EXPERIENCE DO YOU WANT TO CREATE WITH YOUR LAUNCH?

What experience could you create for your audience that would be the ultimate showcase of why someone should buy from you. What would make them think WOW if the free stuff is this good, imagine how good the paid product is!

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### HOW DO YOU WANT YOUR IDEAL CLIENT TO FEEL AFTERWARDS?

Great launches happen when you focus on what you can give (value), not what you can get (sales) so brainstorm here how you want them to feel after enjoying your launch event - regardless of whether they buy or not.

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### WHAT SPECIFIC TAKEAWAYS WOULD HELP THEM TO FEEL THAT WAY?

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### WHAT ARE SOME OF THEIR BELIEFS & EMOTIONS BEFORE & AFTER?

Your launch event can help remove negative / limiting beliefs and help your audience to shift their emotions. What's the transformation you want to achieve during your launch?

BEFORE THE LAUNCH	AFTER THE LAUNCH